411 South Boulder

Phone 1722



The Auto Trouble Solver | Fig. | Fig

IN ALL MECHANICAL ESSENTIALS it is the same —but refinements have been made wherever our engineers could find a better way.

IN OUTWARD APPEARANCE it is one of the classiest cars of the year.

UP TO THE MINUTE in design—every line and curve and every detail of finish is in the latest style.

AT THE NEW YORK SHOW where dealers and the public got the first glimpse of this latest Reo, the exclamation most often heard was, "At last the Reo Four looks as good as it is."

AND THAT SUMS IT UP-mechanically you know there never has been a better motor car.

PERHAPS WE DID formerly concentrate on the engineering features to the neglect of more outward appearance. Perhaps

AND YET—AND YET—never has there been a more popular automobile—never one the demand for which always so greatly exceeded the output.

NOW YOU RECEIVE BOTH in this new Reo Light Four-a chassis that is recognized wherever motor cars are known, as the most rugged, the most dependable; the most simple and the most accessible. INCORPORATED ALSO in this latest model those features of design and that quality of materials which

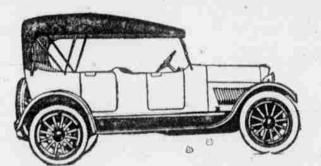
have resulted in an upkeep cost lower than any other car ever made. AND PLUS APPEARANCE—a body that in design and finish is fully in keeping with the mechanical excel-

lence of the car. STUDY EVERY DETAIL of this new Reo Light Four—the "Cut Out Chassis" in the Reo booth exposes every bearing and practically every detail—and say, if you have ever seen anything that so fully conformed to your ideas of what an automobile should be.

SPALDING-SWINNEY CO.

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